

THE INFLUENCE OF PRODUCT QUALITY, PRICE, LIFESTYLE AND E-WOM ON THE PURCHASE DECISION SMARTPHONE MEREK OF APPLE SMARTPHONE GENERATION Z CITY OF MADIUN

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Abstract

This study aims to determine the influence of product quality, price, lifestyle, and electronic word of mouth (E-WOM) on the purchase decision smartphone merek of Apple brand smartphones in Generation Z in the city of Madiun. The background of this study is based on the increasing use of smartphones, especially the Apple brand which is classified as a premium product but remains the top choice among the younger generation. This study uses a quantitative approach to the survey method through the distribution of questionnaires to 384 respondents who are part of Generation Z in the city of Madiun. The data analysis technique used is SPSS version 25. The results showed that the four independent variables, namely product quality, price, lifestyle, and E-WOM, have a positive and significant effect on purchasing decisions. Among the four variables, lifestyle is the most dominant factor influencing purchasing decisions. This finding is expected to be a reference for business actors in designing a more effective marketing strategy in targeting the younger generation segment.

Keyword: Product Quality, Price, Lifestyle, Electronic Word of Mouth (E-WOM), Purchase Decisions, Generation Z, iPhone

A. INTRODUCTION

The rapid development of communication technology has brought significant changes to the pattern of life of modern society. Mobile phones no longer only serve as a means of long-distance communication, but have been transformed into smart devices (smartphones) that are able to meet the various needs of users. Consumers demand advanced features that are integrated in one device, so smartphones are the main choice in supporting daily activities. Ansorullah and Yopie (2022) stated that one smartphone of the flagship smartphone products that the public is interested in is the iPhone. Despite belonging to the premium category at a high price, the iPhone remains popular because it is considered capable of providing prestige as well as superior quality compared to other brands. IDC Data (2024) shows that Apple still

ranks first with shipments of 232.1 million units in 2024, despite a slight decrease of -0.9% compared to the previous year.

The phenomenon of increasing smartphone use in Indonesia also strengthens Apple's position in the national market. The Reportal Data Report (2023) notes that active smartphone users increased from 54 million in 2015 to 209.3 million in 2023. This growth shows that smartphones have become an essential necessity, not only as a means of communication, but also as a lifestyle support. Based on the results of pre-research, Generation Z in the city of Madiun shows the dominance of iPhone use with a percentage of 45%, much higher than Samsung (14%), Oppo (13%), Vivo (12%), and Redmi (11%) (Rizki & Santosa, 2024). This fact confirms that although the iPhone is classified as a premium product, this brand remains the main choice for Generation Z.

The purchase decision of a smartphone, in particular an iPhone, is a complex process that is influenced by various factors. According to Romanisti et al. (2024), the purchase decision is a series of steps that consumers take before deciding to buy a product. Marcellino and Pardede (2023) add that purchasing decision making is an information integration process used to evaluate alternatives. In the context of the iPhone, factors such as product quality, price, lifestyle, and electronic word of mouth (E-WOM) are important aspects that influence consumer behavior (Nur, 2022; Putri & Sumartik, 2024; Hutajulu, 2025).

Based on this background, this study aims to analyze the influence of product quality, price, lifestyle, and electronic word of mouth (E-WOM) on the purchase decision smartphone merek of Apple brand smartphones in Generation Z in the city of Madiun. With this research, it is hoped that it can contribute to understanding the dominant factors that influence the behavior of young consumers, especially in the fast-paced and dynamic digital era.

The results of this study are expected to provide benefits both theoretically and practically. Theoretically, this study can add to the treasure trove of literature related to factors that influence purchasing decisions. In practical terms, this research can be an input for business actors in designing a more targeted marketing strategy, especially for Generation Z consumers.

Theoretical Studies

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) dikembangkan oleh Icek Ajzen (1985) sebagai upaya untuk menjelaskan bagaimana niat individu dapat memengaruhi perilaku aktualnya (Ajzen, 2012). This theory emphasizes three main factors, namely attitude to behavior, subjective norms, and perceived behavioral control, which together form a person's intention to act (Ajzen, 2014). In the context of consumer behavior, TPB is relevant because it can describe how purchasing decisions are influenced by personal judgment, social pressure, and perceptions of ease of access to products. In this study, product quality and price play a role in shaping consumer attitudes, Electronic Word of Mouth (E-WOM) reflects subjective norms, while lifestyle and perceptions of the ease of obtaining Apple products are related to perceived behavioral control, which ultimately determines the purchase intention and purchase decision smartphone of iPhone smartphones by Generation Z in the city of Madiun.

Marketing Management

Marketing management is defined as an important process that helps companies understand, plan, and implement marketing strategies effectively to reach target consumers (Fitri & Yunita, 2023). This concept includes not only selling activities, but also market analysis, pricing, promotion and distribution of products. Aulia (2023) asserts that marketing is a social and managerial process that allows individuals and groups to meet their needs and desires through the creation and exchange of valuable products. Thus, a deep understanding of marketing management is crucial in facing business competition, including the smartphone iPhone smartphone industry, so that companies can develop the right strategy to increase their competitiveness.

Purchase Decision

The purchase decision is a complex process when consumers consider various factors before choosing a particular product. According to Hasan and De Utami (2024), this decision occurs when consumers assess the available brands and then form a purchase intention. Sudaryono

(2014) in Izza and Retnowati (2021) explained that purchasing decisions involve positive and negative considerations of each alternative, so manufacturers need to improve quality, maintain brand image, and convey product information through electronic media so that consumers are encouraged to buy. Product quality is one of the dominant factors, as stated by Kotler and Armstrong (2008) in Nur (2022) that product quality is measured by its ability to meet consumer needs. This is confirmed by Rahmatullah et al. (2025) who found that product quality positively influences purchasing decisions. Therefore, understanding these factors is very important for companies to be able to develop effective marketing strategies.

Product Quality

Product quality is the level of quality of an item that is able to meet the needs and expectations of consumers. According to Fitri & Yunita (2023), product quality is determined by the product's ability to provide benefits that are in accordance with needs, whether realized or not. Assauri (2018) explained that aspects of function, appearance, and cost are important factors that affect product quality in the eyes of consumers. Therefore, High product quality can increase confidence while encouraging consumers to make purchasing decisions.

Price

Price is the amount of value that consumers must spend to obtain a product. According to Kotler & Keller (2016), price is often used as an indicator of quality as well as the main consideration in purchasing decisions. Research from Kusumawati (2022) shows that prices that match the benefits of products can increase consumer buying interest. Thus, the right price not only reflects the value of the product, but also plays an important role in influencing purchasing behavior.

Lifestyle

Lifestyle describes the pattern of a person's life that is reflected in the activities, interests, and opinions dalam daily. Lifestyle influences consumer preferences in choosing products that are in accordance with self-identity. Wulandari (2021) found that Lifestylemodern Lifestyle

changes encourage individuals to buy products that reflect personal image. Therefore, Lifestyle plays an important role in influencing purchasing decisions, especially among Generation Z.

Electronic Word of Mouth (E-WOM)

E-WOM or electronic word of mouth is a form of informal communication through digital media that discusses the consumer experience of a product or service. Menurut Hennig-Thurau et al. (2004), E-WOM has a strong influence because it is easily accessible and trusted by other consumers. Research by Pratama & Nurhadi (2022) also shows that positive reviews in E-WOM can significantly improve purchasing decisions. Thus, E-WOM becomes one of the important digital marketing strategies in the modern era.

The hypotheses in this study are:

H1: it is suspected that the quality of the product has a significant effect on the purchase decision Smartphone Merek of Apple brand smartphones in Generation Z in the city of Madiun.

H2: it is suspected that the price has a significant effect on the purchase decision Smartphone Merek of Apple brand smartphones in Generation Z in the city of Madiun.

H3: it is suspected that Lifestyle has a significant effect on the purchase decision Smartphone Merek of Apple brand smartphones in Generation Z in the city of Madiun.

H4: it is suspected that E-WOM has a significant effect on the purchase decision Smartphone Merek of Apple brand smartphones in Generation Z in the city of Madiun.

B. METHOD

This research method uses a quantitative approach with the type of research explanatory research, which aims to analyze the influence of independent variables, namely product quality (X1), price (X2), Lifestyle (X3), and E-WOM (X4) to the dependent variable, the purchase decision (Y). The population in this study is Generation Z in the city of Madiun using smartphone merek Apple smartphones, with a sample of 384 respondents determined through the Lemeshow formula. The sampling technique used is purposive sampling with criteria of respondents domiciled in the city of Madiun, including in the age range of Generation Z, and using smartphone Apple smartphones. Data collection was done with Google Form-based questionnaires distributed through social media. The research instruments were tested using

validity and reliability tests, while the data analysis technique was performed with multiple linear regression using SPSS 25 for Windows software. This method was chosen so that the study could produce accurate, objective data, and in accordance with the research objectives (Sugiyono, 2021; Ghozali, 2018).

C. RESULT AND DISCUSSION

Respondent Description

This study involved 384 respondents iPhone from Generation Z iPhone users in the city of Madiun. The majority of respondents were aged 21-25 years (79.2%), while the age group of 15-20 years and 26-28 years amounted to 16.4% and 4.4%, respectively. By gender, females dominate with a percentage of 67.7%, while males at 32.3%. In terms of education, most are S1 graduates (55.2%), followed by SMA/SMK (36.5%) and other levels in a smaller percentage. Meanwhile, based on employment, the majority of respondents were students (72.7%), followed by private employees, self-employed, and other jobs with a lower proportion. This composition shows that the study respondents are dominated by young age groups, female, highly educated, and most are still students/college students as users smartphone merek of Apple brand smartphones.

Research Validity Test

Validity testing in this study was used to ensure that the instruments were truly capable of measuring the variables studied. The test results show that all items in the Product Quality variable (X1) with 8 statements, the Price variable (X2) with 4 statements, the Lifestyle variable (X3) with 3 statements, and the Electronic Word of Mouth (E-WOM) variable (X4) with 3 statements, all meet the validity criteria. This is evidenced by the value of R count being greater than r table (0.100) and the value of significance being smaller than 0.05, so it can be stated that each statement is worthy of being used as a measuring tool for research. The same condition also applies to the Purchase Decision variable (Y) which has 4 items of statements, where all items are proven to be valid by meeting the specified test conditions.

With the fulfillment of these criteria, it can be concluded that all the instruments in the questionnaire are valid and can be trusted to be used in this study. The validity achieved shows that the statement items have been able to represent the concept of each variable precisely, so that the resulting data can be used as a basis for analysis that can be accounted for.

Multiple Linear Regression Analysis

The form of regression equation in this study can be seen in the following table.

Chart 1. Results Of Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.380,491,774,439	.491		.774	.439
	Product Quality	.134,027,244	.027	.244	5.051,000	.000
	price	.174	.048	.169	3.603	.000
	Lifestyle	.502	.044	.428	11.290	.000
	E-WOM	.176	.052	.133	3.362	.001

a. Dependent Variable: Keputusan Pembelian

Source: Primary Data Processed (2025)

Based on the results of multiple linear regression analysis, the following equation is obtained.

$$\hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e_i$$

$$\hat{Y} = 0,380 + 0,134X_1 + 0,174X_2 + 0,502X_3 + 0,176X_4 + e_i$$

Constant value of 0.380 indicates that if the variable Product Quality (X1), Price (X2), Lifestyle (X3), and E-WOM (X4) is zero, then the purchase decision still has a value of 0.380. Regression coefficient X1 of 0.134 indicates that each one-point increase in product quality will increase the purchase decision by 0.134, assuming other variables remain. The coefficient X2 of 0.174 indicates that a one-point increase in the price will increase the purchase decision by 0.174. Meanwhile, the coefficient X3, which is 0.502, has the greatest influence, meaning that every one-point increase in Lifestyle will increase the purchase decision by 0.502. Finally, the X4 coefficient of 0.176 indicates that an increase of one point in E-WOM also provides an

increase in purchase decisions of 0.176. Thus, these results indicate that all the independent variables tested have a positive contribution to the purchase decision, although the degree of influence varies.

T test (hypothesis test)

The following is the presentation of the t-test results obtained in this study:

Chart 2. T test analysis resultst

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.380,490,774,439	.490		.774	.439
	Product Quality	.134.027.244	.027	.244	5.051.000	.000
	Price	.174	.048	.169	3.603	.000
	Lifestyle	.502	.044	.428	11.290	.000
	E-WOM	.176	.052	.133	3.362	.001

a. Dependent Variable: Keputusan Pembelian

Source: Primary Data Processed (2025)

Based on the results of the t test, all independent variables in this study proved to have a positive and significant effect on the purchase decision smartphone merek of Apple brand smartphones in Generation Z in the city of Madiun. Product quality variable (X1) has a calculated t value of $5.051 > 1.966$ with significance of $0.000 < 0.05$ so that the first hypothesis (H1) is accepted. Price variable (X2) is also influential with t count $3.603 > 1.966$ and significance $0.000 < 0.05$ which supports the second hypothesis (H2). Furthermore, lifestyle variable (X3) showed the most dominant influence with t count $11.290 > 1.966$ and significance $0.000 < 0.05$ so that the third hypothesis (H3) was accepted. Finally, the variable E-WOM (X4) also has a significant effect with t count $3.362 > 1.966$ and significance $0.000 < 0.05$, supporting the fourth hypothesis (H4). Thus, the results of this analysis confirm that the four variables tested have a real contribution in driving purchasing decisions, with Lifestyle being the most influential factor among others.

Coefficient Of Determination (R^2)

The coefficient of determination (R^2) test is used to assess how much the independent variable is simultaneously able to explain the changes that occur in the dependent variable. The results of testing the coefficient of determination (R^2) are as follows:

Chart 3. Coefficient Of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840 ^a	.706	.703	1.85445
a. Predictors: (Constant), E-WOM, Lifestyle, Harga, Kualitas Produk				
b. Dependent Variable: Keputusan Pembelian				

Source: Primary Data Processed (2025)

Based on the results of the Adjusted R Square test, a value of 0.703 was obtained which indicates a strong relationship between the independent variable and the dependent variable. This means that the variables of product quality, price, Lifestyle, and E-WOM are able to explain 70.3% of the variation that occurs in the purchase decision Smartphone merek of Apple brand smartphones by Generation Z in the city of Madiun. In other words, most purchasing decisions are influenced by these four factors. The remaining 29.7% were influenced by other variables that were not examined in this study, such as other brand preferences, promotions, technology trends, and consumer psychological factors. These findings indicate that although the influence of the variables studied is quite dominant, there are other external factors that should also be considered to provide a more comprehensive picture of consumer purchasing behavior.

Discussion

The influence of product quality on the purchase decision Smartphone Merek of Apple brand smartphones in Generation Z in the city of Madiun:

The results of the t test showed that the quality of the product has a positive and significant effect on the purchase decision smartphone merek of Apple smartphones in Generation Z in the city of Madiun, with a calculated t value of 5.051 greater than T table 1.966 and a significance of $0.000 < 0.05$. This means that the higher consumers' perception of product quality, the greater their tendency to make purchases.

Product quality includes reliability, durability, performance, as well as emotional aspects such as design and comfort of use. Previous research (Fitri & Yunita, 2023; Aulia et al., 2024) affirms that product quality is the main factor that drives consumers to make decisions. In the

context of this study, the indicators of compliance with the specifications, in particular the elegant design of the iPhone, obtained the highest score and showed that the visual aspect became the dominant attraction for Generation Z.

This finding confirms that Apple managed to build an image of premium products through consistent quality. Generation Z considers that smartphone Apple smartphones are able to provide a better usage experience than other products. Therefore, improving product quality through technological and design innovation is an important strategy to maintain competitiveness.

In conclusion, the results of this study support various previous studies that show a significant influence of product quality on purchasing decisions. Thus, Apple needs to continue to maintain the quality of its products to remain relevant to market needs, especially Generation Z, which is very critical of product quality and use value.

The effect of price on the purchase decision Smartphone Merek of Apple smartphones in Generation Z in the city of Madiun:

The test results showed that the price has a positive and significant effect on the purchase decision, with a calculated t value of $3.603 > 1.966$ and significance of $0.000 < 0.05$. That is, the higher the consumer's perception that the price of a product corresponds to its quality, the greater their chances of making a purchase.

Price in this study was measured through indicators of affordability, conformity with quality, and comparison with similar products. The indicator with the highest score is the conformity of price to quality, which indicates that Generation Z considers the iPhone worth buying because the benefits provided are proportional to the costs incurred. This is in line with the views of Hutajulu (2025) and Aulia et al. (2024) that prices corresponding to purchasing power can increase buying interest.

Although Apple is known as a premium brand with relatively high prices, Generation Z consumers still see the added value that distinguishes Apple products from their competitors. This perception of value becomes a decisive factor in purchasing decisions, especially when consumers feel the price paid is commensurate with the quality and experience of use.

This, companies need to implement pricing strategies that balance between premium image and relevance to the target market. Alternatives such as installment programs, product bundling, or price variations based on the type of smartphone can expand the range of consumers without reducing the impression of Apple exclusivity.

The influence of Lifestyle on the purchase decision Smartphone Merek of Apple smartphones in Generation Z in the city of Madiun:

The results of the t test showed that Lifestyle has a positive and significant effect on purchasing decisions, with a calculated t value of $11.290 > 1.966$ and significance of $0.000 < 0.05$. These findings indicate that the more appropriate a product is to a consumer's lifestyle, the higher their propensity to buy.

Lifestyle or lifestyle reflects the activities, interests, and opinions of consumers that influence their preference for a product (Kotler & Armstrong, 2008). In this study, the opinion indicator with the statement “iPhone supports my everyday lifestyle” obtained the highest score. This shows that Generation Z tends to associate the iPhone with their identity, social status, and modern trends that are relevant to their lives.

Apple is known not only for the quality of technology, but also as a symbol of an exclusive and modern lifestyle. Consumers buy the iPhone not only because of its function, but also because the image offered is in harmony with the lifestyle they want to show. This is in line with the research of Aulia et al. (2024) and Kaharuddin et al. (2023) which affirms that lifestyle has a strong influence in driving purchasing decisions.

Thus, the company needs to emphasize the image of Apple as a brand that supports the lifestyle of the younger generation. Influencer-based marketing strategies influencer, digital campaigns, and creative content on social media can strengthen consumers ' emotional connection to products, while increasing Apple's appeal as a symbol of an aspirational lifestyle.

The influence of E-WOM on the purchase decision Smartphone Merek of Apple brand smartphones in Generation Z in the city of Madiun:

The results of the t test showed that E-WOM has a positive and significant effect on purchasing decisions, with a calculated t value of $3.362 > 1.966$ and significance of $0.000 < 0.05$. This indicates that the more positive and credible the information consumers receive digitally, the more likely they are to buy an iPhone.

E-WOM includes the quality of information, the number of reviews, and the credibility of the source (Ismagilova et al., 2020). In this study, the content indicator with the statement “the content of the review about the iPhone provides useful information for me” obtained the highest score. These findings show that Generation Z relies heavily on digital information from fellow users as a basis for consideration in buying a smartphone

Apple has benefited from the large number of positive reviews and recommendations from users that are widespread on social media, forums and product review sites. Such reviews not only increase confidence, but also form a positive image that is difficult to replace by the promotion of the company. This is consistent with the research of Fitri & Yunita (2023) and Putri & Sumartik (2024), which states that user reviews are more trustworthy because they are considered objective.

The implication is that companies need to continue to manage E-WOM by encouraging consumers to share positive experiences, work with trusted reviewers or influencers, and ensure product quality remains consistent. The more credible and relevant the reviews, the stronger the influence of E-WOM in encouraging Generation Z to buy smartphone Apple smartphones.

D. CONCLUSION

Based on the results of the study, it can be concluded that the decision to purchase smartphone merek Apple brand smartphones by Generation Z in the city of Madison is significantly influenced by four main factors, namely product quality, price, lifestyle, and Electronic Word of Mouth (E-WOM). Product quality proves to be an important aspect because the higher the consumer's assessment of the quality of the iPhone, the greater their propensity to make a purchase. The price factor also plays a positive role, showing that although the iPhone is classified as a premium product, Generation Z still considers the price to be worth the benefits obtained. In addition, lifestyle is a strong consideration because the iPhone is seen as able to

represent a modern lifestyle and support their daily activities. Meanwhile, reviews and recommendations obtained through E-WOM are proven to have a real influence in shaping consumer perceptions before deciding on a purchase. Thus, it can be concluded that the combination of these four factors contributes significantly in shaping the preferences and purchasing decisions of Generation Z towards Apple products, so understanding these aspects is very important in formulating effective marketing strategies.

E. SUGGESTIONS

Further research is expected to expand the scope of respondents outside the city of Madiun and add other variables such as brand image or digital promotion so that the results obtained are more comprehensive. In addition, research with different objects, such as smartphone as other smartphone brands or similar technology products, can also be carried out to enrich the understanding of Generation Z's purchasing behavior in the digital age.

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